

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #044880

Mr. P. Martin

A. D. BEDELL

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Page:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Filter Box	12300-24876
2	Winston Light Box	12300-22772

Product / Premium Arrival:

December 8, 1997

Ship Date to Retail:

Week of: January 5, 1998

Displays (Item #536285)

SKU CUBE: 0.8260

SKU WT (w/o Product): 1.5000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,095.13

51845 6298

.70¢ 2-Pack Tear Tape
A. D. BEDELL

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Alessandra
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

51845 6299

WHOLESALE : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0021
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162622	766656	TOTEMPOLE SMOKE SHO	1025 LEDGE RD	BASOM	NY	14013					(716)542-5181
162605		680048	K&J'S KITCHEN	3705 STATE ROUTE	BRANCHPORT	NY	14418	1			BRU	
162606	162225	398169	GIANT FOOD MKT	PARK ST	WELLSVILLE	NY	14895	1			BRU	(716)593-4280
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	1	NYS		BRU	(716)483-5371
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1			BRU	(814)367-2707
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	2			BRU	(814)326-4616
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2				(814)887-5585
162607	162228	382720	STATE LINE ONE STOP	RT. 449 MAIN ST.	GENESEE	PA	16923	3			BRU	(814)228-3660
162607	162228	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	1			BRU	(814)848-7501
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1			917609	(814)968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	1			BRU	(814)723-7199
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1				(814)834-7070
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	2				(814)726-0341
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	2			BRU	(914)228-3318
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1				(814)723-5705
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVILLE	PA	16929	1			BRU	(717)827-2222
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	1			BRU	(814)435-2291
162607		781094	BP SERVICE	COUDERSPORT SERVI	EMPORIUM	PA	15834	1				(814)486-0886
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	1			939827	(814)589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	3				(814)827-1227

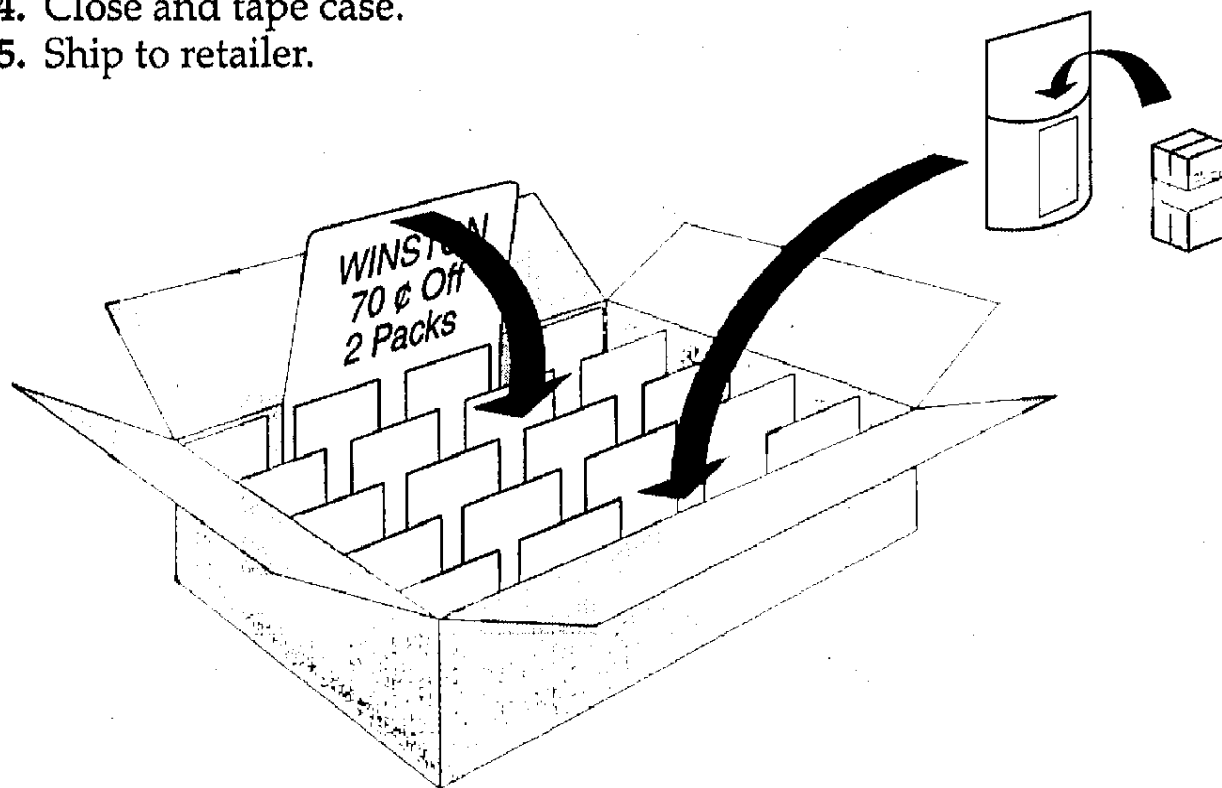
PAGE BREAK TOTAL ACCOUNTS 22 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 22 TOTAL QUANTITY 30

51845 6300

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

51845 6301